

Lon: 122°20'19.30"W

Lat: 47°37'6.43"N

# EXTERIOR SIGNAGE PROGRAM BRAND BOOK



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**BRAND USAGE GUIDELINES**



CLEAR SPACE: IS BASED UPON THE BOLD LETTER "O" IN THE LOGO. HORIZONTAL SPACE REQUIRED IS THE FULL WIDTH OF THE "O" ON EITHER SIDE. VERTICAL SPACE REQUIRED IS HALF OF THE "O" ABOVE & BELOW.



PREFERRED TWO COLOR OPTION



PREFERRED ONE COLOR OPTION



REVERSED TWO-COLOR



REVERSED ONE-COLOR



ON DARK BACKGROUND



ON LIGHT BACKGROUND

AMAZON CORPORATE COLORS ARE BLACK & YELLOW. NO SCREENS OF EITHER COLOR ARE ALLOWED. IF THE LOGO MOVES TO ONE-COLOR, THE SMILE WILL BE BLACK OR WHITE, NEVER GREY. THE LOGO MUST APPEAR IN ONE OF THE COLOR COMBINATIONS SHOWN ABOVE.

SIGNAGE: PMS #1375c YELLOW  
 SPOT: PMS #137c YELLOW  
 CMYK: 0/49/100/0  
 RGB: 255/153/00

SIGNAGE: PROCESS BLACK  
 SPOT: PROCESS BLACK  
 CMYK: 0/0/0/100  
 RGB: 0/0/0

**CORPORATE COMPLIANCE:**

SIGNS ARE INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

PRIMARY ELECTRICAL TO SIGN LOCATIONS ARE TO BE PROVIDED BY OTHERS. 120 VOLT / 20 AMP DEDICATED CIRCUIT(S) WITH NO SHARED NEUTRALS AND A GROUND RETURNING TO THE PANEL ARE REQUIRED FOR ALL INSTALLATIONS.

COLORS REPRESENTED IN THESE DRAWINGS ARE FOR PRESENTATION PURPOSES ONLY. THEY MAY NOT MATCH YOUR FINISHED PRODUCT PERFECTLY. ALL COLOR CALL-OUTS ARE FOR REFERENCE PURPOSES ONLY.

THE ORIGINAL UNPUBLISHED DESIGNS ARE THE SOLE PROPERTY OF IMAGE GROUP. THEY CANNOT BE REPRODUCED, COPIED OR EXHIBITED IN WHOLE OR PART, WITHOUT FIRST OBTAINING WRITTEN CONSENT FROM IMAGE GROUP.



ILLUMINATED NIGHT TIME VIEW

**AMZ-CHNL-BP-Y**

**CHANNEL LETTERS:** FACE LIT BLACK LETTERS w/ YELLOW SMILE

**LETTERS**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3635-22 PERFORATED BLACK VINYL  
 TRIM CAP: 1" BLACK  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**SMILE**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3630-74 TRANS. YELLOW VINYL  
 TRIM CAP: 1" YELLOW, PAINTED TO MATCH PMS #1375c YELLOW  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

AMZ-CHNL-BP-YP

CHANNEL LETTERS: FACE LIT BLACK LETTERS w/ YELLOW SMILE

**LETTERS**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3635-22 BLACK PERFORATED VINYL  
 TRIM CAP: 1" BLACK  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**SMILE**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3635-210 YELLOW PERFORATED VINYL  
 TRIM CAP: 1" YELLOW, PAINTED TO MATCH PMS #1375c YELLOW  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

**AMZ-CHNL-BP-BP**

**CHANNEL LETTERS: FACE LIT BLACK LETTERS w/ BLACK SMILE**

**LETTERS**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3635-22 BLACK PERFORATED VINYL  
 TRIM CAP: 1" BLACK  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**SMILE**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3635-22 BLACK PERFORATED VINYL  
 TRIM CAP: 1" BLACK  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

AMZ-CHNL-W-Y

CHANNEL LETTERS: FACE LIT WHITE LETTERS w/ YELLOW SMILE

**LETTERS**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC  
 TRIM CAP: 1" WHITE  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**SMILE**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC w/ FIRST SURFACE 3M #3630-74 TRANS. YELLOW VINYL  
 TRIM CAP: 1" YELLOW, PAINTED TO MATCH PMS #1375c YELLOW  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

**AMZ-CHNL-W-W**

**CHANNEL LETTERS: FACE LIT WHITE LETTERS w/ WHITE SMILE**

**LETTERS**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC  
 TRIM CAP: 1" WHITE  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**SMILE**

RETURNS: 5" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: 3/16" THK. #7328 WHITE ACRYLIC  
 TRIM CAP: 1" WHITE  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: FLUSH TO BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

**AMZ-RCHNL-B-Y**

**REVERSE CHANNEL LETTERS: HALO LIT BLACK LETTERS w/ YELLOW SMILE**

**LETTERS**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**SMILE**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - REVERSE CHANNEL LETTER





ILLUMINATED NIGHT TIME VIEW

**AMZ-RCHNL-B-B**

REVERSE CHANNEL LETTERS: HALO LIT BLACK LETTERS w/ BLACK SMILE

**LETTERS**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**SMILE**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - REVERSE CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

**AMZ-RCHNL-W-Y**

**REVERSE CHANNEL LETTERS: HALO LIT WHITE LETTERS w/ YELLOW SMILE**

**LETTERS**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**SMILE**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - REVERSE CHANNEL LETTER



ILLUMINATED NIGHT TIME VIEW

**AMZ-RCHNL-W-W**

**REVERSE CHANNEL LETTERS: HALO LIT WHITE LETTERS w/ WHITE SMILE**

**LETTERS**

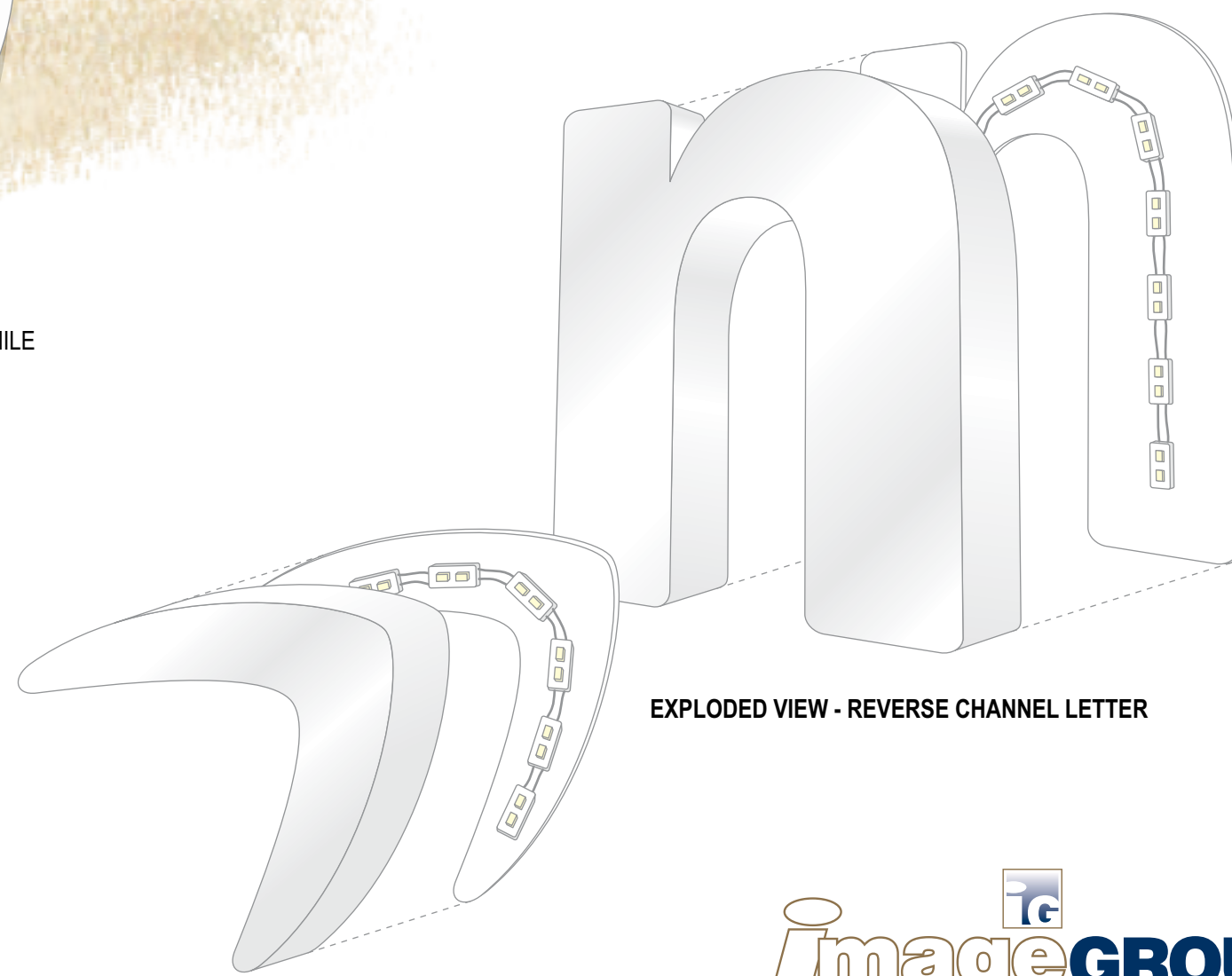
RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**SMILE**

RETURNS: 3" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: 1/8" THK. ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 BACK: 3/16" CLEAR LEXAN  
 INTERIOR FINISH: STARBRITE WHITE  
 INTERNAL ILLUMINATION: WHITE LED's  
 MOUNTING: 1-1/2" PEG MOUNTED FROM BUILDING FASCIA

**POWER SUPPLY**

REMOTE 120 VOLT (1) DEDICATED 20 AMP/120 VOLT CIRCUIT REQUIRED



EXPLODED VIEW - REVERSE CHANNEL LETTER



**AMZ-DIML-B-Y**

**DIMENSIONAL LETTERS:** NON-ILLUMINATED LETTERS, BLACK w/ YELLOW SMILE

**LETTERS**

RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**SMILE**

RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**POWER SUPPLY**

NONE



**DIMENSIONAL LETTER**



**AMZ-DIML-B-B**

**DIMENSIONAL LETTERS:** NON-ILLUMINATED LETTERS, BLACK w/ BLACK SMILE

**LETTERS**

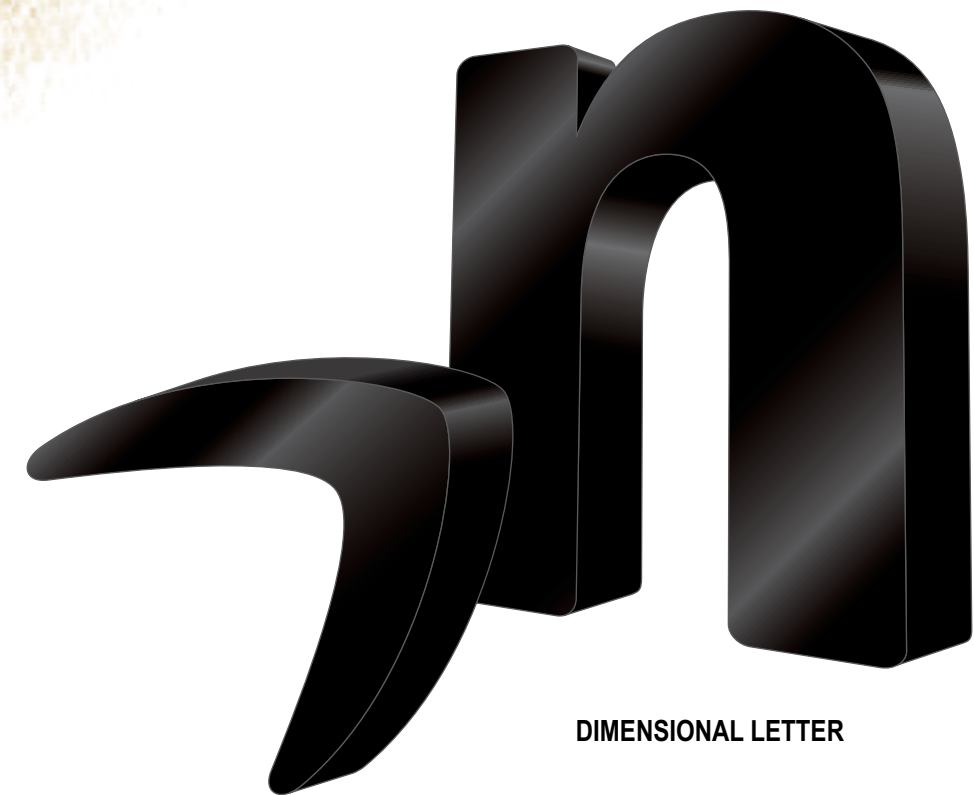
RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**SMILE**

RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH MAP BLACK, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**POWER SUPPLY**

NONE



**DIMENSIONAL LETTER**



**AMZ-DIML-W-Y**

**DIMENSIONAL LETTERS:** NON-ILLUMINATED LETTERS, WHITE w/ YELLOW SMILE

**LETTERS**

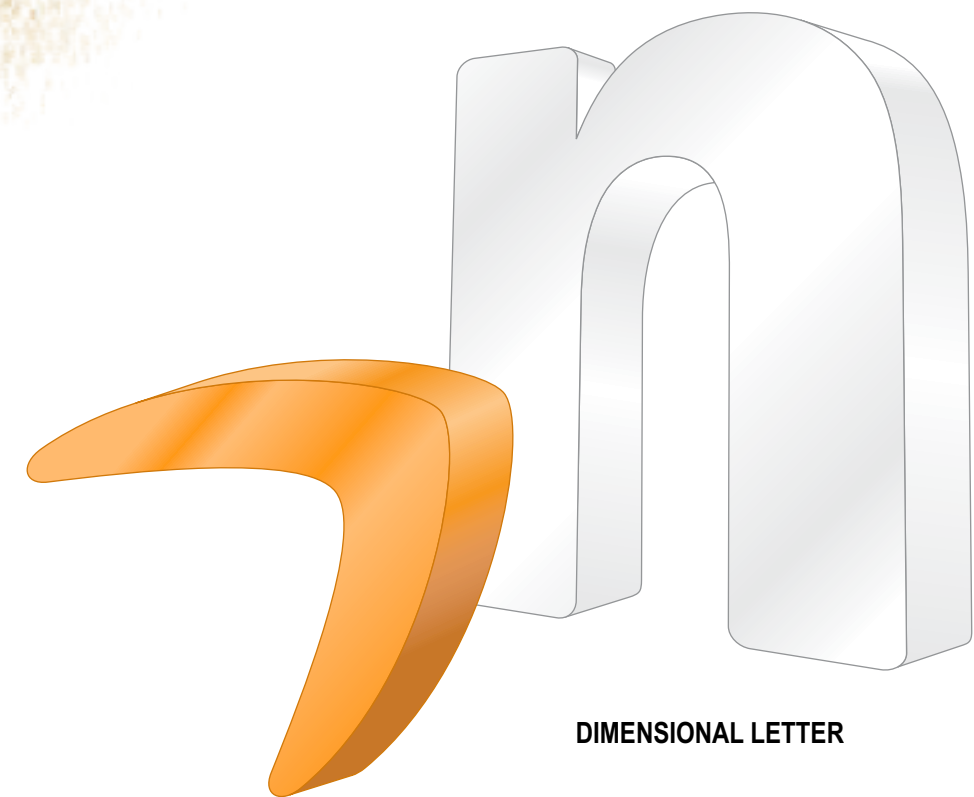
RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**SMILE**

RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH PMS #1375c YELLOW, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**POWER SUPPLY**

NONE



**DIMENSIONAL LETTER**



**AMZ-DIML-W-W**

**DIMENSIONAL LETTERS:** NON-ILLUMINATED LETTERS, WHITE w/ WHITE SMILE

**LETTERS**

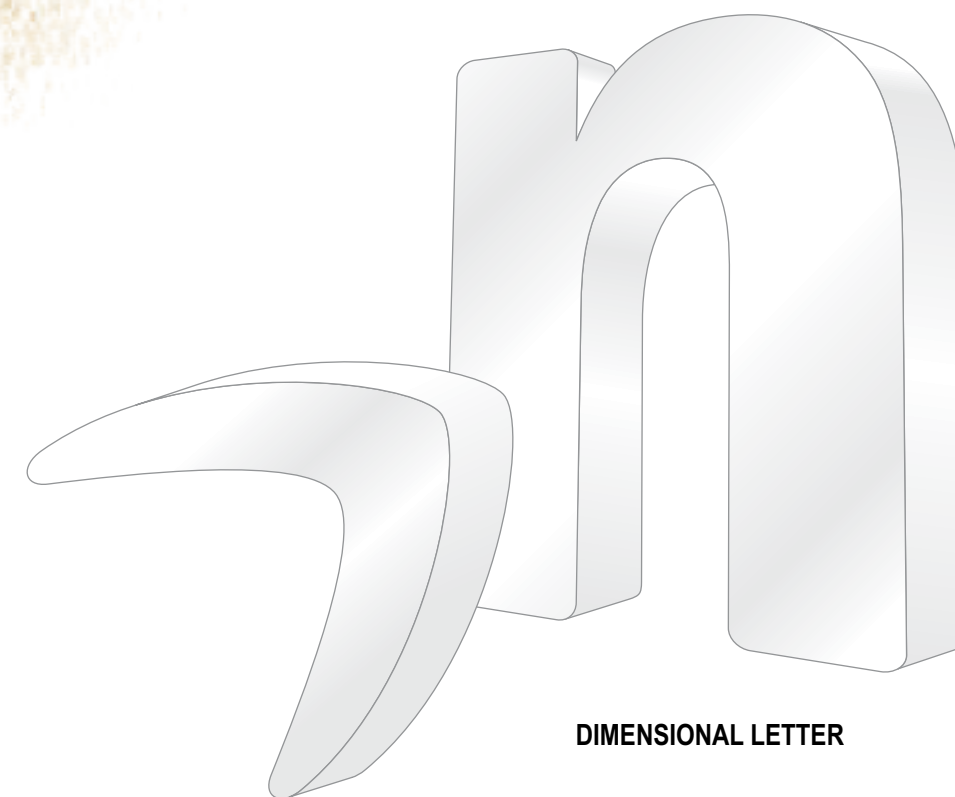
RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**SMILE**

RETURNS: 1-1/2" DEEP ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 FACES: .090" THK. ALUMINUM PAINT TO MATCH MAP WHITE, SATIN FINISH  
 BACK: .090" ALUMINUM  
 INTERNAL ILLUMINATION: NONE  
 MOUNTING: FLUSH TO BUILDING FASCIA w/ VHB TAPE & SILICONE

**POWER SUPPLY**

NONE



**DIMENSIONAL LETTER**

## Amazon Signage Programs:

Image Group is a turnkey provider of amazon branding approved signage programs that include all (interior wayfinding, environmental & exterior identity) signage elements.

We specialize in collaborating with site specific amazon contacts, property management, architectural and general contractor teams to provide comprehensive signage / wayfinding programs. We provide full project management coordination with coverage across the United States.

Image Group manages all phases from budget analysis and planning through design, engineering, fabrication, permits, installation and preventative maintenance. We offer flexibility, personalized service, efficient work flow, adherence to schedules with the delivery of quality products and service.

## National Network:

Our dedicated signage team includes an alliance of field offices that support the seamless implementation of the amazon brand. From the initial phase of design and budget analysis through final installation, our staff provide the best innovative solutions available.

## Services Provided:

- Budget analysis
- Sign program work plan
- Programming
- Design development
- Conceptual renderings / submittal
- Construction administration

## Project Flow Milestones:

- Initial meeting with site management
- Customized shop drawings, message schedules and site plan overview
- Permit procurement and approval
- Coordination of all shop fabrication
- Delivery and installation of all signage
- Final walk-thru with any punch list items addressed and corrected

## Manufacturing Services:

- Exceeding all applicable codes and the regulatory requirements of local municipalities, Underwriters Laboratories, NEC, OSHA and ADA.
- Finest quality materials, state of the art equipment and journeymen fabricators.

## Installation Services:

- Comprehensive project management support
- Verification of all site conditions and field coordination
- Professional installation teams
- Post-installation support
- Sign maintenance plans

## Contact Information:

National Alliance Network  
 Main office phone - 858.345.1542  
 Fax - 858.408.3203

## Project Consultant:

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Bart Haynes is the first point of  
 Contact for all inquires regarding  
 Regional & national support

